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Jason Harris, CEO of the powerhouse creative agency Mekanism, argues that genuine persuasion in the twenty-first century is about developing character rather than relying on the easy tactics of flattery, manipulation, and short-term gains. It is about **engaging** rather than insisting; it is about developing **empathy** and communicating your **values**. Based

on his experience in and out of the boardroom, and drawing on the latest in-depth research on trust, influence, and habit formation, Harris shows that being persuasive in a culture plagued by deception means rejecting the ethos of the quick and embracing the commitment of putting your truest self forward and playing the long game.

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